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ABSTRACT

The University of Cincinnati Alumni Association's 1980 annual report on Minority Resource Day is presented. The objectives of the event are to increase minority participation in the services offered by the Career Resource Center. Minority Resource Day is designed to provide minority students, alumni, and community members interested in various occupations the opportunity to talk with minority professionals employed in these occupations. An attempt is made to recruit minority students and enlist alumni and community representatives as career advisers. Minority Resource Day takes place during the week-long Black Arts Festival. Results of the advisee and adviser evaluations of the day, sample evaluation forms, and unedited advisee comments are included. Information on the budget for Minority Resource Day, promotional materials and letters, and other materials are appended. (SW)

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University of Cincinnati
Alumni Association

MINORITY RESOURCE DAY

HE 014 048

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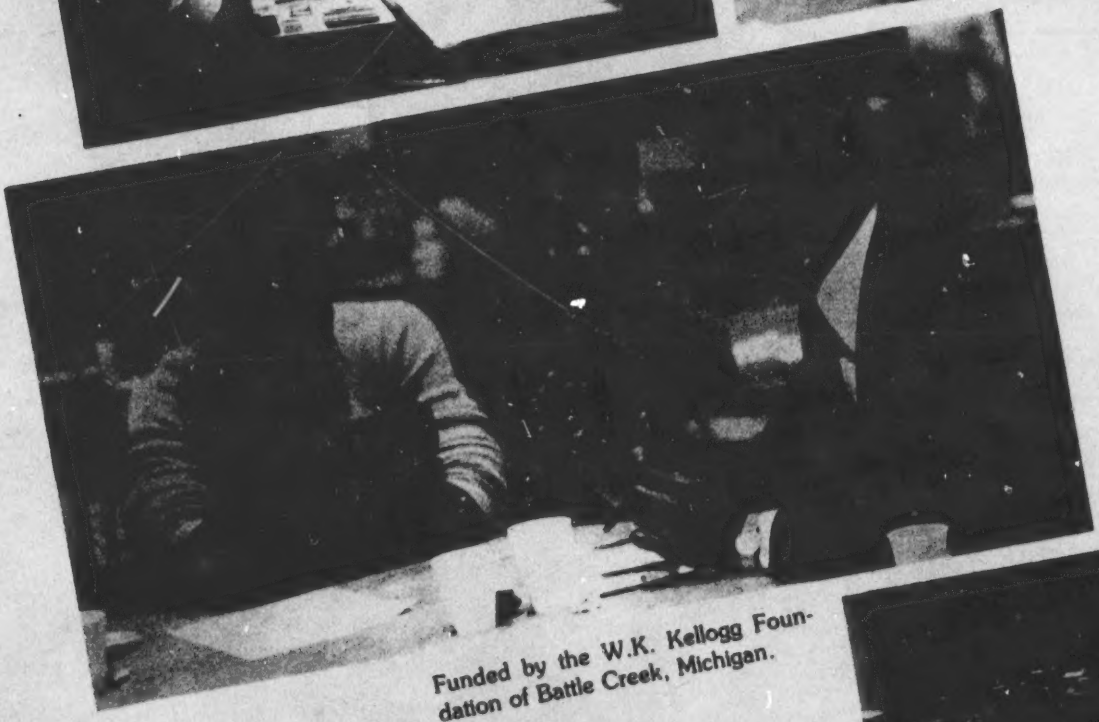

Funded by the W.K. Kellogg Foundation of Battle Creek, Michigan.

UNIVERSITY OF CINCINNATI ALUMNI ASSOCIATION

ANNUAL REPORT

MINORITY RESOURCE DAY

May 7, 1980

Theresa Iacono
Alumni Affairs Officer
Project Coordinator

Minority Resource Day Chairperson, Charmainne E. Johnson
Minority Resource Day Volunteer, Chris Mack

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I. PROJECT OBJECTIVES

The Career Resource Center (CRC) sponsored Minority Resource Day (MRD), a special project funded by the W.K. Kellogg Foundation of Battle Creek, Michigan. Its primary objective was to substantially increase minority participation in the services offered by the CRC.

The objectives established by CRC for MRD were:

(1) To provide minority students, alumni and community members interested in various occupations the opportunity to talk with minority professionals employed in these occupations.

(2) To be an integral part of the Black Arts Festival, a week-long event stressing black history and heritage, sponsored by the Office of Minority Affairs.

(3) To initiate a special student recruitment effort directed at specific targeted campus minority groups and organizations.

(4) To initiate a special minority recruitment effort directed to enlist U.C. alumni and community representatives as CRC career advisers.

II. PROJECT DESCRIPTION

Minority Resource Day was held on Wednesday, May 7, 1980 from 10:00 a.m. until 4:00 p.m. in the Great Hall at the University of Cincinnati. The purpose of the day was to give minorities the opportunity to talk informally with black professionals who would share with them their expertise about the real business world and by doing so promote greater minority use of the Career Resource Center. Planning for the day was done by the Career Resource Center staff and Minority Resource Day Chairperson Charmainne Johnson. Johnson was ably assisted by Chris Mack, a MRD volunteer.

Planning began in December 1979 when the project coordinator sent out a mass mailing of 4,211 letters to minority alumni, who graduated between 1973-78, in an effort to add to the numbers of Career Resource Center minority volunteer advisers. Twenty-four new minority advisers were recruited to the CRC as a result of this effort. These individuals, together with other CRC minority advisers, were the first to be approached to participate in Minority Resource Day. Subsequent recruiting of advisers for MRD was done by means of an intensive telephone campaign. Calls were made to area minority professionals explaining MRD and the CRC. Their participation was requested; and oftentimes names of other minority professionals were solicited in areas where representation was needed.

In February timetables were established for important components of the day, such as dates of completion for form letters, recruitment of additional advisers and rough drafts of publicity materials. A count of 3,198 letters and flyers were sent to all registered U.C. minority students advising them of

Minority Resource Day. Posters were placed at strategic locations on campus and in the community. (See poster placement list in the Appendices.) Radio spots were paid for on the local black radio station, WCIN, and public service announcements were sent to other area radio stations. The Minority Resource Day was also given special mention in the Fifth Annual Black Arts Festival Calendar of Events, the Cincinnati Enquirer Calendar of Events, school newspapers and the U.C. Newsrecord.

The success of Minority Resource Day is evident by the fact that 475 advisees and 76 advisers participated in the event. Also significant was the fact that approximately 25 students volunteered their time in putting up posters, giving out flyers and buttons, making table plaques, registering advisees and helping in the general preparation of Minority Resource Day.

Pre-registration was accomplished by pre-paid return postcards which had been enclosed in the original mailing sent to minority students. In all, 249 students indicated that they would be able to attend, 52 indicated that they would not and 276 registered at the door. Many of those who indicated that they could not attend expressed a desire for more information and other possible dates when another Minority Resource Day would be held. Students were also asked to state their area of interest on the pre-registration cards so that there could be a general expectation of how many pre-registered students were interested in a particular field. Pre-registration also determined approximately how many refreshments should be ordered to adequately fulfill the needs of the expected number of advisees and advisers.

Career Development and Placement (CDP) staffed an information table

throughout the day giving MRD participants information about its many services and activities for minorities.

The 23 fields offered at Minority Resource Day were selected according to several criteria. (See Appendices.) These included pre-registration data, number of minority students pursuing a career in a particular field according to the Office of the Registrar, number of previous referrals compiled by the Career Resource Center in a particular field and the availability of minority advisers in that field who could participate in the program. Advisers were divided into two groups. The first group consisted of two advisers per field, and they participated from 10:00 a.m. until 1:00 p.m.; the second set advised from 1:00 p.m. until 4:00 p.m. For some fields two sets of advisers were not available. However, a total of 91 advisers were scheduled to participate in Minority Resource Day. Fifteen advisers cancelled at the last minute due to unforeseen circumstances. It must also be added that six advisers were able to stay the entire day. These special advisers were provided lunch by the CRC. All advisers and CDP staff who participated in MRD were sent invitations to a luncheon that was held on Thursday, May 29, 1980 at the Faculty Club at the University of Cincinnati.

Both advisers and advisees were given evaluation forms to complete concerning various aspects of Minority Resource Day. The next few pages contain the information gathered from these evaluations.

III. SUMMARY OF ADVISEE EVALUATIONS

The following summary is an explanation of the statistical patterns found in the Minority Resource Day advisee evaluation. The purpose of this summary is to give some meaning to the numerical findings of the evaluation and to give an overall statement of evaluation of the Minority Resource Day program.

Four hundred and seventy-five advisees attended Minority Resource Day. From the evaluations turned in, which is roughly 40% of the total attendance, 85% were students; roughly 7.5% were from the community; and roughly 7.5% were alumni.

Judging from the responses to the open-ended questions, the MRD would have been more available to community members and Evening College students if the hours of the program had been extended or if the entire program had been held on a weekend. This had been considered but was difficult to arrange with volunteer professionals. All the areas of interest indicated were not represented based upon the results of the poll that had been taken when the plans for MRD were initially undertaken. This poll and pre-registration responses indicated which were the most popular majors. From this, we were able to decide what occupations would best serve the majority of minority students and community population. Unfortunately, all the areas of interest could not be represented.

The Minority Resource Day was a very successful event, as is indicated by the participants' evaluations. Participants endorsed this success indicating their hopes for future programs of this nature. In regard to the initial objectives of MRD, all have been met. See the Appendices for a detailed breakdown of evaluation responses and advisees' unedited comments.

IV. SUMMARY OF ADVISER EVALUATIONS

Minority Resource Day received high ratings in all areas of the evaluation. Advisers were also very helpful with remarks that they felt would help to improve Minority Resource Day. Basically there were five points of interest which were brought out by the advisers:

1. Get more students to participate.
2. Place table signs on tops of tables.
3. Extend program either to longer hours or to more than one a year.
4. Have more professions represented.
5. More structured, i.e., to provide adviser participants an opportunity to determine areas of expertise among themselves within an occupational field.

Should the planning of another Minority Resource Day be possible, we see no reason why all five of these points of interest cannot be addressed to make make MRD a better program.

See the Appendices for a breakdown of evaluation responses and unedited adviser comments.

V. FUTURE PLANS

Chris Mack, U.C. Junior and MRD volunteer, was hired under the Kellogg grant for the months of July and August, 1980. His function, as a Kellogg Undergraduate Intern, was to assist the project coordinator in a special student recruitment effort directed at specific, targeted campus minority groups and organizations. Arrangements have been made for the project coordinator to address the United Brothers of Dabney, Sisters Interacting Socially, minority students at Sander Hall and the Student Coalition for More Involvement, to name a few.

The project coordinator will carry through this special student recruitment awareness effort throughout the academic year to maintain our objective of increased minority participation in the services offered by CRC.

Active recruitment of minority advisers will continue on an ongoing basis, with emphasis on recruiting advisers in areas of interest indicated by participants of MRD.

VI. BUDGET

The proposed use of the W.K. Kellogg Foundation Project balance of $8,972.21 was as follows:

PROPOSED USE OF
W.K. KELLOGG FOUNDATION GRANT
PROJECT BALANCE
September 1, 1979 - August 31, 1980

Minority Resource Special Project

Project Balance:	$8,972.21
	Proposed Budget Amount
Personnel Graduate Assistant (1/2 time)	$4,200.00
Office Supplies/Workshop Materials	522.21
Telephone/Postage	400.00
Production	1,150.00
Promotion	2,000.00
Mobile Unit Expense	700.00
Total	$8,972.21

The W.K. Kellogg Foundation Annual Financial report form follows: (Permission was granted from the W.K. Kellogg Foundation to transfer $950.00 from the Salaries account to the Production account for the replenishing of brochures and adviser recommendation cards, used in connection with MRD activities.)

UB

REVISED 9/2/80

ANNUAL FINANCIAL REPORT TO W. K. KELLOGG FOUNDATION

Project No. UEKR07D

EXPENSE STATEMENT FOR PERIOD ENDING 8/31/80				NEXT YEAR'S BUDGET	
I Approved Budget (line items per commitment letter, proposal, or approved revision)		II Actual Cash Expenditures of WKKF Funds for Year	III Differences between I & II	IV Approved Budget for Next Year	V Proposed Budget for Next Year (if different from IV)
Personnel	$3,250	$ 1,520.00	$ 1,730.00		
Office Supplies/ Workshop Materials	522.21	485.59	36.62		
Telephone/Postage	400	921.55	[521.55]	N/A	
Production	2,100	2,055.13	44.87		
Promotion	2,000	2,006.04	[6.04]		
Mobile Unit Expense	700	550.41	149.59		
	$8,972.21	$ 7,538.72	$ 1,433.49		

FUNDS AVAILABLE DURING PAST YEAR	
Prior Year's Cash Balance	$ 8,972.21
Kellogg Payment	
Grantee Support	
Other (specify)	
TOTAL	$ 8,972.21

Proposed Budget for Next Year - WKKF $ 0000.00
Less Kellogg Cash Balance 1433.49
Proposed WKKF Payment $ 1433.49

I hereby certify the above expense statement and resulting cash balance to be correct. I also certify that this organization continues to be classified as an organization described in Section 509(a) of the Internal Revenue Code.

Grantee: University of Cincinnati

T. A. Cash — Manager, Grants & Contracts, Accounting
Chief Financial Officer (signature) — Title

Theresa Iacono — Alumni Affairs Officer
Project Director (signature) — Title

Nov. 17, 1980
Date

NOTE:

Detailed explanations should be given for substantial deviations in actual and/or proposed expenditures from originally approved budget items.

4 The Foundation provides support on a cash receipts and disbursements basis. We consider pending obligations as unexpended, and therefore they should be included in the budget for the following year.

15

VII. APPENDICES

The following is an informal comment from the chairpersons of MRD:

While the entire Alumni Association office, and especially the Career Resource Center staff, were helpful in making the MRD a success, special mention must be given to Mrs. Theresa R. Iacono for her untiring work and dedication to the program.

Verbal communication with students following Minority Resource Day was very positive. Minority students were pleased that black professionals had taken time from their busy schedules to advise them on what to expect in the real business world and that someone had taken the time to plan and implement such a program.

LETTERS OF INFORMATION/INVITATION TO ADVISERS

University of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

December 27, 1979

To: Prospective Career Resource Center Minority Advisers

From: Theresa R. Iacono, CRC Project Coordinator

The University of Cincinnati Alumni Association Career Resource Center would like to invite you to become a CRC volunteer adviser to people interested in your occupation. We have a real need for minority advisers--individuals to whom our minority advisees can relate--and we hope you will help us fill that need.

The CRC program is free and open to anyone in need of career information. We have found that the best person to describe the working conditions, chance for advancement, monetary and non-monetary rewards, etc., of a certain occupation is someone working in that occupation. The interview is not a job search, but a chance for the advisee to seek the practical advice necessary in order to make an informed career decision. (Please see the enclosed brochure for more details.)

Our procedure for referring someone to a CRC adviser is as follows:

1. You will receive a letter stating a date on which the advisee will call you. It will also contain the advisee's resume and a brief evaluation form.
2. The advisee will call you on that date and schedule a time when he or she will come to your office to talk to you.
3. After the interview, please complete the evaluation form about the advisee. A copy of this evaluation goes to the advisee.

If you would be willing to occasionally spend thirty minutes to an hour of your time helping someone investigate a potential career, please complete the enclosed form and return it in the postage-paid envelope. If your position is not reflected in the categories shown on the enclosed CRC Adviser Occupations list, please feel free to add your occupation category. We have an on-going need to expand our services.

Thank you for your time and attention. I look forward to working with you as a Career Resource Center adviser.

TRI/jr
enclosures

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4343

University of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

February 26, 1980

//2 3 4 5*,6*
7
8, 9 10//

RE: MINORITY RESOURCE DAY

Dear //2 5//:

The University of Cincinnati Alumni Association Career Resource Center is a free service which helps students, alumni and friends of the University investigate a variety of careers. We have found that the best person to describe the working conditions, chances for advancement, monetary and non-monetary rewards, etc., of a specific occupation, is someone working in that occupation.

The Career Resource Center is in the process of planning a Minority Resource Day to be held in the Great Hall of Tangeman University Center on May 7, 1980, in conjunction with The Black Arts Festival. The purpose of the event is to give minorities interested in various occupations the opportunity to seek the practical advice necessary to make an informed career decision from minorities employed in those occupations. The enclosed brochure describes the philosophy and concept of the Career Resource Center and answers specific questions about its service. The Minority Resource Day program will, however, be strictly informational. The program will be conducted in two sessions: 10:00 a.m. - 1:00 p.m. and 1:00 p.m. - 4:00 p.m. and no future appointments will be arranged at either session.

Your name has been suggested to us as a prospective adviser participant in our Minority Resource Day program. We hope you will be able to help us. Please return the enclosed card to our office by March 9, 1980 or call 475-4342, if you are able to join us for one (or both) of the sessions.

We look forward to your response.

Sincerely,

Theresa Iacono
Coordinator, Career Resource Center

Charmainne Johnson
Chairperson, Minority Resource Day

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 1185, CINCINNATI, OHIO

POSTAGE WILL BE PAID BY ADDRESSEE

University of Cincinnati
Alumni Association
Alumni House
Cincinnati, Ohio 45221

MINORITY RESOURCE DAY
FUNDED BY W.K. KELLOGG FOUNDATION, BATTLE CREEK, MICHIGAN
ALUMNI ASSOCIATION CAREER RESOURCE CENTER

NAME _____

ADDRESS _____ TEL. _____

OCCUPATION _____

___I would like to participate in Minority Resource Day.

___I am not able to participate in Minority Resource Day.

LETTERS OF INFORMATION/INVITATION TO ADVISEES

University of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

April 11, 1980

Dear Student:

There is a free service at the University of Cincinnati sponsoring a Minority Resource Day designed especially with you in mind. The Minority Resource Day, funded by W. K. Kellogg Foundation of Battle Creek, Michigan and sponsored by the Alumni Association Career Resource Center, will be held in the Great Hall of Tangeman University Center on Wednesday, May 7, 1980 in conjunction with the Black Arts Festival. The purpose of the event is to give minorities interested in various occupations the opportunity to talk informally with minority professionals employed in these occupations. The program will begin at 10:00 a.m. and continue until 4:00 p.m. This will give you ample time to come in and talk to someone who cares about your future.

The Career Resource Center assists students, alumni and friends of the University in exploring a variety of careers. We have found that the best person to describe the working conditions, chances for advancement, monetary and non-monetary rewards of a specific occupation is someone working in that occupation.

If you have any questions, feel free to call us at 475-4342. Please return the enclosed card to us by April 25, 1980. If you live off campus just drop it in a mailbox. If you live on campus there are boxes in your dorm or apartment lobbies.

We're looking forward to seeing you there!

Sincerely,

Theresa R. Iacono
Coordinator, Career Resource Center

Charmainne Johnson
Chairperson, Minority Resource Day

enclosures

University of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4314

April 25, 1980

Dear Friend:

There is a free service at the University of Cincinnati sponsoring a Minority Resource Day designed especially with you in mind. The Minority Resource Day, funded by the W.K. Kellogg Foundation of Battle Creek, Michigan and sponsored by the Alumni Association Career Resource Center, will be held in the Great Hall of Tangeman University Center on Wednesday, May 7, 1980 in conjunction with the Black Arts Festival. The purpose of the event is to give minorities interested in various occupations the opportunity to talk informally with minority professionals employed in these occupations. The program will begin at 10:00 a.m. and continue until 4:00 p.m. This will give you ample time to come in and talk to someone who cares about your future.

The Career Resource Center assists students, alumni and friends of the University in exploring a variety of careers. We have found that the best person to describe the working conditions, chances for advancement, monetary and non-monetary rewards of a specific occupation is someone working in that occupaton.

If you have any questions, feel free to call us at 475-4342. We're looking forward to seeing you there!

Sincerely,

Theresa R. Iacono
Coordinator, Career Resource Center

Charmainne E. Johnson
Chairperson, Minority Resource Day

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS PERMIT NO. 1185, CINCINNATI, OHIO

POSTAGE WILL BE PAID BY ADDRESSEE

University of Cincinnati
Alumni Association
Alumni House
Cincinnati, Ohio 45221

MINORITY RESOURCE DAY
FUNDED BY W.K. KELLOGG FOUNDATION, BATTLE CREEK, MICHIGAN
ALUMNI ASSOCIATION CAREER RESOURCE CENTER

NAME: _____

☐ I WILL ATTEND MINORITY RESOURCE DAY

☐ I WILL NOT BE ABLE TO ATTEND

YOUR MAJOR OR AREA OF INTEREST: _____

COMMENTS: _____

_____

AD PLACED IN UNIVERSITY OF CINCINNATI STUDENT NEWSPAPER

AD PLACED IN THE FRIDAY, MAY 2, 1980, "NEWS RECORD," A UNIVERSITY PUBLICATION FOR STUDENTS

MINORITY RESOURCE DAY POSTERS

MINORITY RESOURCE DAY

May 7
10 am till 4 pm
Great Hall—TUC

- On-the-spot career information
- Minority advisers in over 20 career areas
- Find out about education required, advancement potential, and salary structure

Alumni Association

Sponsored by
Alumni Association
Career Resource Center

Minority Resource Day is funded by the W. K. Kellogg Foundation, Battle Creek, Michigan

Poster Placement List

High School	Number of Posters
Forest Park	1
Walnut Hills	1
Aiken	1
Princeton	1
Taft	1
Hughes	1
Withrow	1
Woodward	1
Community Centers	
Educational Infomation Center	1
Y.M.C.A.	1
Y.W.C.A.	1
Diamond Oaks Adult Assessment Center	1
Jewish Vocational Service	1
Stowe Adult Center	1
McMillan Adult Center	1
Director of Career Education, Cincinnati Public Schools	1
University of Cincinnati Campus	
Women's Programs and Services	2
Minority Programs and Services	2
Minority Groups Counseling	1
United Black Association	1
Office of Admissions	1
Tangeman University Center	10
Sander Hall	8
Daniels Hall	2
Dabney Hall	2
Calhoun Hall	2
Siddall Hall	4
Memorial Hall	2
Schmidlapp Gym	3
Laurence Gym	3
Career Development & Placement	10
Continuing Education	1
U.C. Bookstore	3
Library	3
Sander Snack Bar	3

Peebles Corner Bookstore	1
Vivian's Gift Shop	1
Scioto Hall	1
Morgens Hall	1
Sawyer Hall	1
French Hall	1
Financial Aid	1
Dyer Hall	1
McMicken Hall	3
Educational Advising	1

ARTICLES PLACED IN CAREER RESOURCE CENTER,

UNIVERSITY AND COMMUNITY PUBLICATIONS

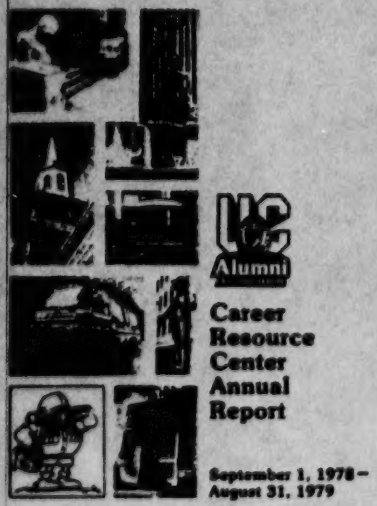
Meet the Staff

Connie Logan is the newest member of the Career Resource Center staff. Connie recently moved to Cincinnati from Minneapolis, where she obtained a bachelor's degree in urban studies at the University of Minnesota. She is currently enrolled as a graduate student at U.M. majoring in counseling psychology. As part of her curriculum at U.M. she is doing a half-time internship at U.C.'s Student Counseling Service in addition to her graduate assistantship at the CRC.

In addition to her background in counseling, Connie brings to the Career Resource Center a strong background in research, evaluation, and public speaking. She worked as a program evaluator at the University of Minnesota Medical School for several years before moving to Cincinnati, and has also had extensive experience in conducting workshops and seminars in the upper midwest.

After completing her graduate work, Connie plans to practice psychotherapy in a group practice with other mental health professionals.

CRC Plans Special Project



One of the major points discussed in the recent CRC annual report was the need for substantially increasing minority involvement in the program from both the advisee and adviser perspectives. Toward that end, the report included a proposed special project that would, in effect, extend the W.K. Kellogg Foundation Grant through August 31, 1980, by allowing the Career Resource Center to use the project balance of $8,972.21 to address the need for increased minority participation.

In his letter of November 26, 1979, Dr. Peter Ellis of the Kellogg Foundation granted preliminary approval of both the annual report and the special project. Under the terms of the annual report proposal, a minority graduate student will be hired who will be responsible for designing a special minority recruiting effort to enlist U.C. alumni and community representatives as CRC career advisers. This graduate assistant will also be responsible for initiating a special student recruiting effort directed at specific, targeted campus minority groups and organizations. The culmination of these efforts will be a Minority Resource Week, the purpose of which will be to provide information and support services to minorities from both the U.C. campus and the community as a whole.

Specific plans for the Minority Resource Week are under way at the present time and will be announced in the spring edition of the *Adviser Update*.

Mobile Unit Corner

The Career Resource Center Mobile Unit has been very busy this fall. Each Monday morning found the Mobile Unit on the U.C. main campus on Brodie Plaza in an effort to improve the service to the U.C. student population. On October 17 the Mobile Unit went to the U.C. branch campus, Raymond Walters College, and on October 27 it appeared in the U.C. Homecoming Parade. Stops in November included November 8 and 9 at Oak Hills High School, as well as the Clermont College branch of U.C. on November 14 and 21, and Edgecliff College on November 28 and 29. In December, the Mobile Unit visited Xavier University on the 11th and 12th of the month, and Indian Hill High School on the 13th.

January will bring visits to Raymond Walters College, the College of Mount St. Joseph, and Thomas More College. In the spring the Career Resource Center is planning to take the Mobile Unit to many Cincinnati area high schools.

CRC Shorts

In October, the Career Resource Center participated in two information fairs. On October 25, Project Coordinator Theresa Iacono participated in Women's Information Day (WID) held at the Tangeman University Center on the U.C. campus. WID featured a carnival atmosphere with balloons and prizes, as well as a host of information about education and careers.

Saturday, October 27 found CRC staff member Charles Lee at Stouffer's Cincinnati Towers for the Singles Fair. This forum enabled hundreds of single Cincinnatians to garner information from religious groups, recreational organizations, social agencies, and career services.

If you are changing jobs or have a home address change, drop us a line and let us know. We want to keep our files up to date. And don't confine your correspondence to address changes—any kind of complaints, criticisms, or suggestions are good reasons to call or write. Our phone number is 475-4342.

The Downtown Club is the newest in a long line of alumni involvement programs sponsored by the U.C. Alumni Association. The Downtown Club gives U.C. alums and friends a chance to take a break in their busy day. A luncheon is held on the last Tuesday of the month, eight times a year at the comfortable Cincinnati Club. The luncheon starts at noon and the cost is $5.00. A wide variety of speakers will keep you abreast of what's going on at U.C., in the community, and around the world. Past speakers have included U.C. President Henry R. Winkler, Dr. Stanley B. Troup, Director of the University Medical Center, and Gordon A. Christenson, Dean of the U.C. College of Law. The next Downtown Club luncheon will be held on January 29, 1980. For more information about the Downtown Club, call the Alumni House at 475-4344.

Recently many high school students and U.C. students in professional development classes have been using the Career Resource Center. These young people have career exploration needs that are a little different from the normal CRC advisee. To help our volunteer advisers prepare for these special cases, CRC staff members will note on the introductory letter that the advisee is a member of a professional development class or a high school student. If for some reason you don't wish to have these advisees referred to you, please let us know.

Adviser Update

Editor/photographer Tim Barngrover
Prepared by Alumni Publications

The *Adviser Update* is published quarterly by the Career Resource Center of the University of Cincinnati Alumni Association.

The Career Resource Center is funded by the W.K. Kellogg Foundation, Battle Creek, Michigan.

Please send adviser news to Tim Barngrover, Alumni House, University of Cincinnati, Cincinnati, Ohio 45221.

Non-profit Organization
BULK RATE
U.S. POSTAGE PAID
Permit. No. 133
Cincinnati, Ohio

University of Cincinnati
ALUMNI ASSOCIATION
CAREER RESOURCE CENTER
ALUMNI HOUSE
CINCINNATI, OHIO 45221

RETURN REQUESTED

Minority Resource Day, May 7

As this issue of *Adviser Update* goes to press, the final touches of preparation are underway for the Career Resource Center Minority Resource Day. The event will be held on Wednesday, May 7, in the Tangeman University Center Great Hall and is being funded by the W.K. Kellogg Foundation project balance left over from the three-year grant.

Minority Resource Day will consist of an open forum format, split into a morning session, from 10:00 a.m. until 1:00 p.m., and an afternoon session, from 1:00 p.m. until 4:00 p.m. At these sessions, CRC volunteer advisers in approximately twenty professional areas will be on hand to speak with people one-to-one about their career. This format will allow students to procure on-the-spot information about several career areas that interest them.

Charmainne Johnson has been hired by the Career Resource Center as an undergraduate assistant to work on Minority Resource Day. Chris Mack has also been actively involved in the planning of the program, and, based on all their hard work, we expect an excellent program.

We at the Career Resource Center would like to thank in advance the many CRC advisers who are going to participate in Minority Resource Day. Without you, the volunteer alumni adviser, important programs such as this would not be possible.

CRC and Exploring

The young-adult division of the BSA

EXPLORING

The Career Resource Center works in conjunction with many referral agencies, both on campus and in the community. The newest of these is the Exploring Division of the Dan Beard Council, Boy Scouts of America.

Exploring is a co-ed program aimed at young people between the ages of fifteen and twenty. The program is balanced in life experiences but focuses specifically on career exploration. Industry, business organizations, technical firms, hospitals, universities, governmental agencies, churches, and schools are typical of the many organizations already supporting Exploring by providing experiences for young people in ongoing monthly programs within their facilities. Locally, there are over forty-five specialty Explorer posts.

The Career Resource Center staff is looking forward to working with the Dan Beard Council, Exploring Division, as we endeavor to serve the career interests of the people of the Cincinnati area.

Mobile Unit Corner

Never in the history of the Career Resource Center has the CRC Mobile Unit been as busy as it has been in the last few months. The year, 1980, started with trips to Raymond Walters College on January 16, Aiken High School on January 23, and Marian High School on January 29. February was a light month, with only a visit to the College of Mount St. Joseph on February 5.

During March and April the Mobile Unit embarked on a very strenuous schedule. In March the Mobile Unit traveled to Oak Hills High School on the 3rd and 5th, Taft High School on the 11th, Mount Notre Dame High School on the 18th, Deer Park High School on the 25th and 26th, and Finneytown High School on the 27th.

April brought visits to the following high schools: Moeller High School on April 10, Princeton High School on April 14, 15, and 16, Ursuline Academy on April 17, Elder High School on April 18, and Forest Park High School on April 23.

In addition to these visits, the Mobile Unit was also stationed in front of the Armory-Fieldhouse on the U.C. main campus every Monday during the Winter Quarter.

This Mobile Unit schedule is another example of our commitment to the Cincinnati community.

RETURN REQUESTED

CAREER RESOURCE CENTER
ALUMNI HOUSE
CINCINNATI, OHIO 45221

University of Cincinnati
ALUMNI ASSOCIATION

Non-profit Organization
BULK RATE
U.S. POSTAGE PAID
Permit. No. 133
Cincinnati, Ohio

Meet the Staff

Charmainne Johnson is a senior at U.C. in the College of Arts and Sciences, majoring in economics. She has been hired to help administer a CRC special project called Minority Resource Day (see "Minority Resource Day, May 7").

Charmainne is a native of Cleveland, where she hopes to return upon graduation to pursue a career in urban economic development. She plans to attend graduate school and work toward a degree in urban economics after she gains some of what she calls "practical job experience."

Our new CRC employee is and always has been an active participant in extracurricular activities. She serves at present on the Black Program Board as secretary and is also secretary of the Black Arts Festival Steering Committee.

She was chairperson of the 1979 Black Freshman Orientation Program, and during the 1976-77 academic year she was treasurer of Sander Hall Government, and secretary of the Graduate Student Association. She is also currently an active member of the Alpha Angel Club.

In her spare time, Charmainne enjoys bowling, crocheting, playing the piano, and getting to know people.

CRC at WID

Project Coordinator Tess Iacono represented the Career Resource Center at Women's Information Day (WID), held on January 17 in the Great Hall of Tangeman University Center. The program was sponsored by the U.C. Office of Women's Studies and featured a carnival-like atmosphere with booths, balloons, and prizes. Among the organizations represented at WID were the Association for Women Administrators, Career Development and Placement, Metropolitan Services, Ombusdman, and Women's Programs and Studies.

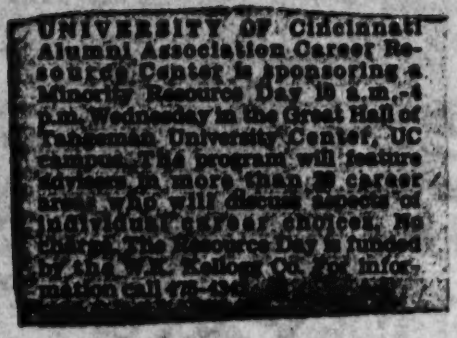
Adviser Update

Editor/photographer Tim Barngrover
Prepared by Alumni Publications.

The *Adviser Update* is published quarterly by the Career Resource Center of the University of Cincinnati Alumni Association.

The Career Resource Center is funded by the U.C. Alumni Association and the W.K. Kellogg Foundation, Battle Creek, Michigan.

Please send adviser news to Tim Barngrover, Alumni House, University of Cincinnati, Cincinnati, Ohio 45221.



UNIVERSITY OF Cincinnati Alumni Association Career Resource Center is sponsoring a Minority Resource Day 10 a.m.-4 p.m. Wednesday in the Great Hall of Tangeman University Center, UC campus. The program will feature advisers in more than 20 career areas who will discuss aspects of [illegible] career choices. No charge. The Resource Day is funded by the W.K. Kellogg Co. For information call [illegible]

Community Update column in "The Cincinnati Enquirer" of May 4, 1980

Minority resource day

The UC Alumni Association Career Resource Center is sponsoring a minority resource day, to be held on Wednesday, May 7, in conjunction with the Black Arts Festival. The program is being funded by the W.K. Kellogg Foundation of Battle Creek, Michigan.

Events are scheduled from 10 a.m. until 4 p.m. in the Great Hall of the Tangeman University Center and will feature minority advisers from area companies in more than 20 career areas. These advisers will be arranged in [illegible] and will be available to talk informally with people about the education required, starting salary and advancement potential in their career area.

Appeared in the May 7, 1980 issue of the student paper, "UC This Week"

Appeared in the June 1980 "Cincinnati Horizons," an Alumni Association magazine

alumnews

CRC sponsors Minority Resource Day for career counseling

More than 475 U.C. minority students, alumni, and community members attended the University's Minority Resource Day (MRD) on [illegible]

The MRD was sponsored by the Alumni Association and the Career Resource Center and was funded by a [illegible] grant from the Ohio Board of Regents. Planning for the MRD began in October when Michigan [illegible] contacted [illegible] Affairs Division Office of Minority Affairs.

The purpose of the MRD was to give minority students interested in various [illegible] the opportunity to [illegible] minority [illegible]

Minority Resource Day is a success

"I was very pleased with the turnout," said Tess Iacono, Project Coordinator for the Career Resource Center. Minority Resource Day (MRD) saw 475 minority advisees interface with seventy-six minority advisers, and the majority of the evaluations were very favorable—from both advisers and advisees. The event consisted of an open forum format that allowed students to acquire information on any of twenty-seven career fields.

One hundred eighty-six advisees or forty percent returned their evaluation sheets on MRD. Of these, 120 evaluated the event overall as being very positive and even suggested having MRD repeated annually. It was believed by 123 of the advisees that the advisers were very helpful.

Of the fifty-four advisers who returned evaluations, seventy-four percent agreed that overall MRD was very positive and also that the advisees were very responsive. Many felt that the day was well planned and organized.

Minority Resource Day was sponsored by the U.C. Alumni Association Career Resource Center and funded by the W.K. Kellogg Foundation of Battle Creek, Michigan.

Chairperson Charmainne Johnson administered this special project.

Minority advisers honored at luncheon

The seventy-six minority advisers who participated in the University's first Minority Resource Day (MRD) were honored at an appreciation luncheon held by the Alumni Association Career Resource Center on May 29 at the U.C. Faculty Club.

Minority Resource Day provided more than 475 U.C. minority students, alumni, and community members with the opportunity to talk informally with these advisers and seek out information in various areas of career interest. Its purpose was to acquaint individuals with CRC and the service it has to offer. Advisers represented twenty-seven occupational fields, such as advertising, city government, criminal justice, law, nursing, personnel, public relations, and social services.

According to Chris Mack, MRD program volunteer, "Verbal communication with students following MRD was very positive. Minority students were elated that black professionals had taken time from their busy schedules to advise them on what to expect in the real business world and that someone had taken the time to plan and implement such a program."

Thanks to efforts of the advisers and the CRC staff, advisee and adviser evaluations produced very favorable responses to MRD as well as requests for it to be made an annual event.

Thanks go to Mack

The Career Resource Center would like to thank Chris Mack, who worked so diligently as a volunteer on the Minority Resource Day program last May. Mack, a junior this fall, was also Chairman of the Black Arts Festival as well as resident adviser at Sander Hall.

He was hired by CRC for July and August to assist the project coordinator and the staff in encouraging minority participation in the CRC service. As a result of part of his efforts, speaking engagements were arranged for the project coordinator to address minority groups such as the United Brothers of Dabney and the Sisters Interacting Socially.

Mack is working on a BFA in broadcasting and definitely plans to get an MBA; in addition, he is considering a law degree to be earned at night. His activities include such things as the Black Program Board, the Martin Luther King Program, and Sander Hall Minority Affairs.

For relaxation, he enjoys water skiing, chess, and reading nonfiction for self-improvement.

The University of Cincinnati Alumni Association
Career Resource Center

Adviser Update

vol. 4 no. 1 October 1980

Adviser Profile: Ann Grooms

A great number of Career Resource Center advisers visit with Dr. Ann Grooms, president of Educational Services Institute (ESI), and they are fortunate for having done so, for Grooms is indeed a knowledgeable and "gracious" (as one advisee referred to her) individual.

She takes the time to plan each session carefully. The advisee's background and education are considered very carefully, and then the individual's next logical career step is mapped out. Grooms says that many times the advisee does not have an understanding of management or management consulting. To remedy this situation, a reading list is prepared for the advisee, and a few contacts are suggested. Another of her suggestions is to attend a few classes at the Wharton School of Business, not only to familiarize the advisee with his or her field of interest, but also to "rub elbows" with those people who are in that career field.

One of Grooms' successes was an executive secretary who came to her seeking a way out of that profession. She was advised to start marketing herself for a supervisory position, which she did. As a result of Grooms' advice and the woman's own efforts, she is now in a supervisory job in Chicago.

Grooms is curious about the results of all her advisees' attempts to attain their goals, and that is why she suggests that the Career Resource Center consider a follow-up evaluation to be completed six months or so after the sessions. She is interested in evaluations from a different standpoint from those currently done.

When an advisee leaves Grooms' office, the person has a tentative plan, which if followed should get the individual to that desired career goal. Grooms feels that the advisee must remember to be more assertive in gathering data and learning about his or her field of interest.

As an alumna of U.C., Grooms enjoys volunteering her time as a CRC adviser. In this capacity she can directly aid an individual who comes to her with career questions. She feels this is a convenient, meaningful way to fulfill one's civic responsibility.

Grooms' time is otherwise occupied with her activities as president of ESI. Her organization provides services to public and private schools, colleges, and governments in North and South America, Europe, and the Middle East. The sevices of the Institute are sought after as a result of its reputation, rather than through advertising.

Grooms has a staff of seven full-time personnel and eighty-five part-time employees, as well as a number of contract personnel. ESI provides customized training programs for executives and staff; helps clientele solve education, training, and communications problems; and plans, organizes, and conducts educational, training, and communications programs. Listed among her clients are the Department of State, the American School in Tehran, Iran, and the Memphis City Schools in Memphis, Tennessee.

Grooms previously was employed by the Charles F. Kettering Foundation as well as by various educational institutions in California and Ohio. She received her BA and PhD from U.C. and her EdM from the University of Southern California. She has been a CRC adviser for two years.

PUBLIC SERVICE ANNOUNCEMENT FACT SHEET

FACT SHEET

DATE: May 7, 1980

TIME: 10:00 a.m. - 4:00 p.m.

PLACE: Great Hall in Tangeman University Center at the University of Cincinnati

PURPOSE: To give minorities interested in various occupations the opportunity to talk informally with minority professionals employed in these occupations.

- over 25 careers to be offered
- held in conjunction with the Fifth Annual Black Arts Festival
- sponsored by the Alumni Association Career Resource Center
- funded by the W. K. Kellogg Foundation of Battle Creek, Michigan
- more information call 475-4342

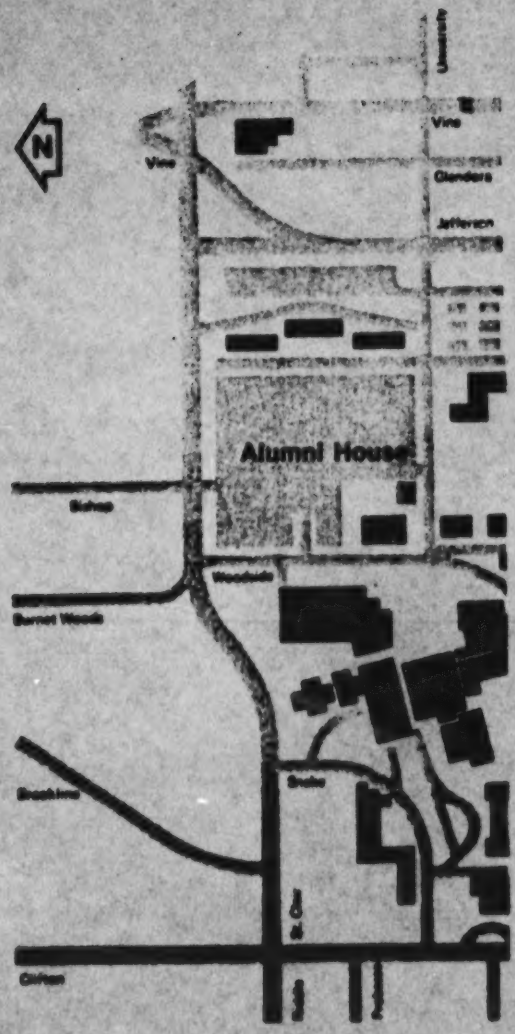
RADIO COMMERCIAL

RADIO COMMERCIAL

On May 7th. That's right, Wednesday, May 7th. There will be a Minority Resource Day held in the Great Hall of the Tangeman University Center at the University of Cincinnati from 10:00 a.m. until 4:00 pm. Purpose of the Day -- to give minorities a chance to talk informally with black professionals who will share with you their expertise about the real business world. Come and find out about the rewards of being a Research Chemist, Accountant or Engineer. In all over twenty-five interesting careers will be represented. The Minority Resource Day is sponsored by the U. C. Alumni Association Career Resource Center and is being held in conjunction with the Fifth Annual Black Arts Festival. Make plans now to be in the Great Hall at the University of Cincinnati on Wednesday, May 7th. Refreshments will be served. The Day is being funded by the W. K. Kellogg Foundation of Battle Creek, Michigan. For More information just call the Alumni House at 475-4342, that's 475-4342.

You do not have to be a student at the University to attend. This program is offered to students, alumni and community members interested in a professional career.

CAREER RESOURCE CENTER BROCHURE



University of Cincinnati Alumni Association
Career Resource Center
Alumni House
Cincinnati, Ohio 45221
(513) 475-4342

The W.K. Kellogg Foundation of Battle Creek, Michigan provided the funding for this pamphlet.

Career Resource Center

University of Cincinnati
Alumni Association

Making the right career move?

Career choices and career changes pose special problems for people today. Selecting the right job isn't easy. It takes time, thought, and a great deal of patience. But the extra effort does pay off. Choosing the right career can mean the difference between a happy productive life and one that lacks pride and purpose.

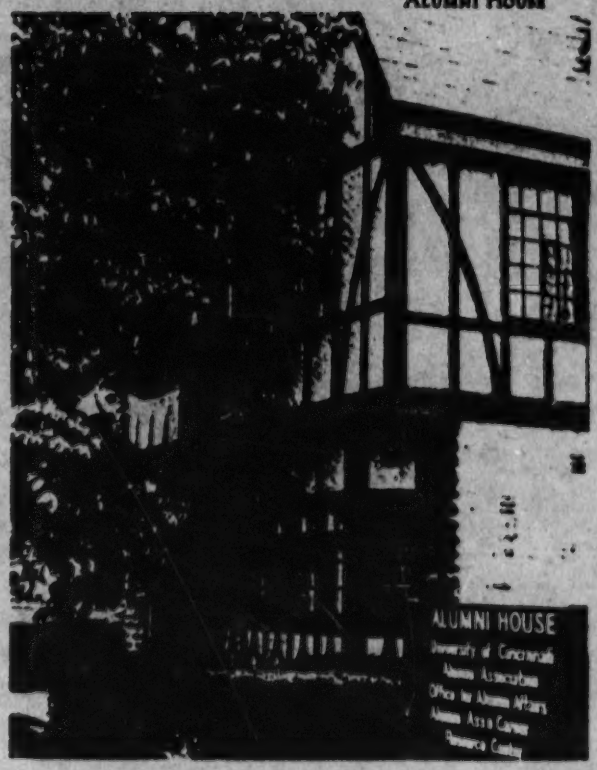
People can help.

The University of Cincinnati Alumni Association Career Resource Center was organized to match people interested in a certain occupation with professionals in that field. The Alumni Association saw a chance to involve Cincinnati area alumni in a worthwhile project helping others solve their career problems while introducing an important new approach to career advising to the community.

Call us: 475-4342.

So, if you need advice about your career, get in touch with the Career Resource Center. We're on the U.C. campus and we're here to help.

Alumni House



What is the Career Resource Center? The Career Resource Center (CRC) is a free service set up to help students, alumni, and friends of U.C. investigate a variety of careers. Advisees are matched with professionals in the adviser's field of interest, so you get first-hand information about possible career choices.

Will the CRC find me a job? No. Job placement is not a function of the CRC service.

Where is the CRC? And how can I use it? The CRC is located on the second floor of the Alumni House, next to the Fieldhouse Parking Lot and Faculty Center. (See map on back of brochure.) It's open 8 a.m. to 5 p.m. daily. You can register for the service either at the Alumni House or in the CRC Mobile Unit. Advisees are expected to:

- Fill out a data sheet which provides resume information for the career adviser.
- Take responsibility for contacting career advisers to schedule advising sessions.
- Arrive on time and dress appropriately for the sessions.
- Complete and return an evaluation of the adviser and the program to the CRC office.

What is the CRC Mobile Unit? The mobile unit is a remodeled 26-foot GMC motor home. It contains a well-furnished office and a library of job-oriented books and brochures. The mobile unit can be seen on the U.C. main campus, at the branch campuses, and around the city at various high schools, colleges, and social agencies. The mobile unit is staffed by graduate assistants and offers the same service as the CRC office.

What is a career adviser? A career adviser is an employed person who volunteers to talk to others about his or her occupation. Alumni of U.C. make up the majority of advisers, but when no alumni are available to represent an occupation, friends of U.C. are encouraged to participate. Over 600 alumni and friends in over 75 professions have volunteered their time for this program. Advisers' qualifications are assessed by the CRC staff.

When and where is career advising conducted? And how much time is involved?

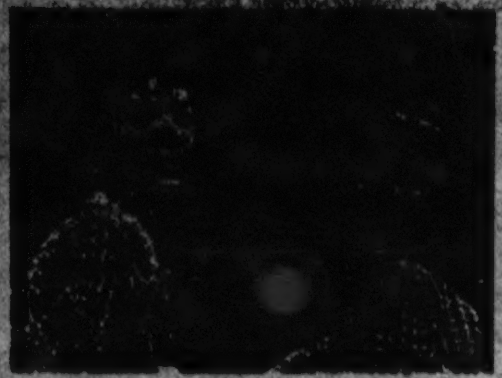
Generally, sessions are held at the adviser's place of employment so the advisee can draw from the adviser's knowledge and experience and also get a sense of the particular work environment. The time-setting of advising sessions may be subject to the availability and constraints of the adviser's job situation. The time spent in the advising sessions varies greatly, but the average is one to two hours.

Who sponsors the CRC? And how is it financed?

The U.C. Alumni Association sponsors the CRC as an alumni involvement project. It was initiated and financed by a contribution from a local trust fund. The concept was instituted by members of the Alumni Association who were concerned about the career development needs of the student body and members of the community. The W.K. Kellogg Foundation of Battle Creek, Michigan, became interested in the idea and granted an additional $190,650 for a three-year period ending August 31, 1979. Since that time the U.C. Alumni Association has funded the service on an ongoing basis, as another example of its commitment to the University and the community.

BLACK ARTS FESTIVAL BROCHURE

UNIVERSITY OF CINCINNATI BLACK ARTS FESTIVAL EVENTS



Friday, May 2
"AN EVENING WITH RUBY DEE & OSSIE DAVIS"
Zimmer Auditorium 8:00 P.M.
Students w/I.D. $2.00
General Public $3.00

Saturday, May 3
Minority Affairs-Sander Hall presents
"SPRING FASHION SHOW"
Sander Hall Cafeteria 7:00 P.M.
Admission: $2.50 in advance
$3.00 at the door

Monday, May 5
HUGHES HIGH SCHOOL JAZZ ENSEMBLE
12:00 Noon T.U.C. - Great Hall

Tuesday, May 6
Film - "WHICH WAY IS UP"
12:30 P.M. T.U.C. - Great Hall
Free Admission - Only one showing

Wednesday, May 7
Alumni Association - Career Resource Center presents
MINORITY RESOURCE DAY
Come and meet key Black professionals in your field
10:00 A.M. - 4:00 P.M.
T.U.C. - Great Hall

Wednesday, May 7
Fashion Show
"REFLECTIONS OF A CREATIVE ART"
12:00 Noon 402 T.U.C.

Mini Black Arts Festival
TALENT EXTRAVAGANZA featuring
HIGH TYMES BAND & SHOW
8:00 P.M. T.U.C. - Great Hall
Students w/I.D. $1.00
General Public $2.00

Thursday, May 8
Original Poetry Readings
"BEAUTIFUL BLACK EXPRESSIONS"
12:00 Noon 414 T.U.C.

Minority Residence Coordinating Committee presents in concert
ROBERTA MADISON, TIMMY PIPHUS, ROSE CLYBURN, and RUFUS BONDS
8:00 p.m. Tri-Dorm E. Courtyard

and

A Special Attraction
THE WILD AND CONSERVATIVE BAND & SHOW
7:30 P.M. Tri-Dorm E. Courtyard

Friday, May 9
Delta Sigma Theta Sorority, Inc.
"ART EXHIBIT"
2:00 P.M. - 4:00 P.M. 414 T.U.C.

"SWEET HONEY IN THE ROCK"
In concert
8:00 P.M. T.U.C. - Great Hall
Students w/I.D. $2.00
General Public $3.00

Saturday, May 10
PARENTS' RECEPTION
12:00 Noon T.U.C. - President's Dining Room

FOURTH ANNUAL BLACK ARTS FESTIVAL RECOGNITION AWARDS BANQUET
6:30 P.M. T.U.C. - Great Hall

Sunday, May 11
Hatterbot Contemporary Gospel Ensemble's SIXTH ANNUAL MOTHER'S DAY CONCERT
4:00 P.M. T.U.C. - Great Hall
Admission Charge

Monday-Sunday, May 12-18
Kappa Alpha Psi Week

STEERING COMMITTEE

obert B. Meacham
ssociate Vice Provost
inority Programs and Services

. Eric Abercrumbie
ssociate to the Associate Vice Provost

ie F. Mills
cretary

ris Mack, Chairperson

nise Bouyer, Co-Chairperson

ren Bailey
m Buckner
borah Cook
ice Halley
sley Hall
ne Hazard
trice Hill
rmeinne Johnson
gelle Jones

Bryon Jones
Marjorie Mosley
Wanda Overton
Clyde Porter
Deborah Robb
Diane Stokes
Vickie Stokes
Shawn Toppe
LaToeca Watt
Denise Young

R MORE INFORMATION PLEASE CONTACT:
STUDENT AFFAIRS DIVISION
FICE OF MINORITY PROGRAMS & SERVICES
330 TANGEMAN UNIVERSITY CENTER
UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO 45221
(513) 475-6008

UNIVERSITY OF CINCINNATI

We have been planning for the implementation of this program for the past five months. Black Arts Festival 1980 has been designed to appeal to everyone, and it is our hope that this program will be enjoyed by the entire University and Greater Cincinnati communities. We are very pleased with the quality of each program and hope that our efforts result in providing an atmosphere of learning, fun and excitement.

We would like to express our deepest gratitude to the Student Affairs Division Office of Minority Programs and Services for providing the guidance and financial assistance to make this program possible. Also we would like to extend a very special thanks to the Cincinnati Women's Alliance, U.C. Office of Cultural Events, and the U.C. Office of Women's Programs and Services for their co-sponsoring of our programs. Special appreciation must go to Chris Mack and Denise Bouyer for their outstanding and devoted leadership. A special thanks is also extended to the many students who volunteered their time to assist us. Also, we would like to express a special thanks to Rudolph Lee Jr. and Carleton Rhines for serving as our photographers. A final note of gratitude must be extended to Kim Buckner, who with the consultation of Robert Cox designed our logo.

Black Arts Festival
Steering Committee

BLACK ARTS FESTIVAL May 2 - 11, 1980

LETTER OF CONFIRMATION TO VOLUNTEER ADVISERS

University of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

May , 1980

Dear :

Thank you for agreeing to be an adviser in our Minority Resource Day. This letter is to confirm your participation and give you some details about the program.

The Minority Resource Day is funded by the W.K. Kellogg Foundation of Battle Creek, Michigan. This event, sponsored by the Career Resource Center, will be held in the Great Hall of Tangeman University Center on Wednesday, May 7, 1980 in conjunction with the Black Arts Festival. The purpose of the event is to give minorities interested in various occupations the opportunity to talk informally with minority professionals employed in these occupations. You are scheduled from to on that day. You may park in the Library Garage (enter from St. Clair Avenue), and we will validate your parking ticket.

The Career Resource Center is a free service of the University of Cincinnati Alumni Association which assists students, alumni and friends of the University in exploring a variety of careers. The enclosed brochure describes the CRC and answers questions about its services. The Minority Resource Day, however, will be strictly informational and no future appointments will be arranged at either session.

Once again, thank you for your interest in our Minority Resource Day. If you have any questions, please call 475-4342.

We look forward to seeing you on May 7.

Sincerely,

Theresa Iacono
Project Coordinator
Career Resource Center

Charmainne Johnson
Chairperson
Minority Resource Day

enclosure

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342

MINORITY RESOURCE DAY ADVISER INFORMATION SHEET

MINORITY RESOURCE DAY

ADVISER INFORMATION SHEET

Table	Occupation	10:00 a.m. - 1:00 p.m.	1:00 p.m. - 4:00 p.m.
1	Accounting	Ms. Gail Johnson Staff Accountant	Ms. Gail Johnson Staff Accountant
		Terri Smith Tax Accountant	Anthony Johnson Instructor of Accounting
2	Advertising	Robert Harrison Graphics & Production	Ken McDowell Broadcast Advertising
		Steve Reece Agency President	Ms. LaVida Dowdell Advertising Personnel Super.
		Morris Pipkins Art Director, Agency Pres.	
3	Buying/Purchasing	Ms. Melanie Franklin Retail Store Buyer	Larry Davis Manufacturer's Buyer
		Chuck Hayden Retail Store Assoc. Buyer	Lawrence Hawkins Manufacturer's Purchasing & Purchasing Recruitment
4	Chemical Research	Ms. Joyce Collier Research Technician-University	Morris Gales Research Chemist-Government
		Dr. Winton Jones Research Chemist, Pharmaceutical Firm	Charles Rodgers Physical Scientist-Gov't.
5	City Management	Isaac Mincy Asst. to City Manager	James Richmond City Prosecutor
6	College Administration	Robert Meacham Asst. V. Provost-Minority Affairs	Ms. Delores Love Coordinator-Metropolitan Services
		Ms. Regina Sofer Asst. Dir.-Affirmative Action	Dr. Jeanette Taylor Dir. Continuing Education
7	Communication	Hasher Nelson TV Production Manager	Mike Roberts Radio Program Director
		Mike Roberts Radio Program Director	
8	Computer Technology/ Data Processing	Ms. Emma Fondren Data Processing Manager	Ms. Emma Fondren Data Processing Manager
		Quieman Freeman Manager, Data Analysis	Quieman Freeman Manager, Data Analysis

Table	Occupation	10:00 a.m. - 1:00 p.m.	1:00 p.m. - 4:00 p.m.
9	Criminal Justice	Roland Harrison Police Officer Recruiting Unit	Dwight Jordan Police Officer Police Academy
		Charles Ross Police Officer Community Assistance	Wendell Young Police Officer Youth Aid Section
		Jim Snell Probation Officer	Jim Snell Probation Officer
10	Dentistry		Dr. James Brown Dentist
11	Elementary Education	Ms. Reynell Frazier Reading Teacher	Ms. Maude Thompson Asst. Principal
		Ms. Shirley Stephens Elementary Teacher	
12	Engineering	Ms. Glenda Boykins Design Engineer	Ron Eskridge Design Engineer
		Charles Harris Civil Engineer	Ms. Sybil McDowell Metallurgical Engi
		James Wade UC Asst. Dean of Minority Affairs, College of Engr.	
13	Finance	Ms. Karen Berry Loan Officer	Wendell Hawkins Investment Broker
		John Dupuy Corp. Controllers Officer	Ms. Joyce Watson Corp. Sales Accounta
14	Hospital Administration	John Poole Nursing Home Administrator	
15	Interior Design & Restoration	Ms. Julia Montier Interior Designer	James Curry President, Restorati Firm
16	Law	Ms. Wanda Coats Attorney	Michael Edwards Attorney
			Ms. Vanessa Walton Attorney, Legal Aid
17	Management Consulting	Gary Dent Managerial Education	Gary Dent Managerial Education
		Ms. Gloria Halbert Manager Training	

Table	Occupation	10:00 a.m. - 1:00 p.m.	1:00 p.m. - 4:00 p.m.
18	Marketing	Ms. Gilda Bailey Marketing Consultant	Sam Britton Marketing Manager
		Mickey Kane Training Coordinator, Retail Store Chain	Joseph Cooper Product Manager
14	Medical Technology	Ms. Elaine Bouldin Sickle Cell Counselor	Elaine Bouldin Sickle Call Counselor
			Ms. Gladys Johnson Medical Tech. Teacher
19	Nursing	Ms. Clara McCall Public Health Nurse	Cecil Coes Nurse Anesthetist
		Ms. Marie Moore Asst. Dir. of Nursing	Ms. Donna Rose Instructor-Psychiatric Nursing
10	Optician		Benjamin Robinson Owner, Optical Co.
20	Personnel	Ms. Rosalind Fultz Professional Recruiter	Herbert Brown Personnel Coordinator
		Les Jones Manager of Employment	William Patterson Personnel Manager
			Ms. Janietta Smith Manager of Employment
21	Pharmacy	Ms. Ruby Hill Pharmacy, Dir. Recruitment	Ernest Walker Clinical Pharmacist
		Carl Settles Hospital Pharmacist	Carl Settles Hospital Pharmacist
22	Physician	Dr. Emitt Cooper Psychiatry	Dr. Marsha Smith Physician, Student Health Service
		Dr. James Kegler General Practice	
23	Psychology	Dr. William Smith Afro-American Studies & Psychology Professor	Dr. Kathy Burlew Psychology Professor
			Dr. Evangeline Norton Clinical Psychologist

Table	Occupation	10:00 a.m. - 1:00 p.m.	1:00 p.m. - 4:00 p.m.
24	Public Relations	Ms. Brenda Hodges Consumer Consultant	Ms. Marjorie Bradford Public Relations Manag
		Ms. Regina Nichols Community Relations Rep.	Ms. Regina Nichols Community Relations Re
25	Sales	Daniel Calloway Television Sales	Dwight Quinn Sales Manager
		Joseph Porter Sales Management Manager	Ms. Pam Singleton Sales Representative
		Ms. Pam Singleton Sales Representative	
26	Social Service	Ms. I. Charmaine Wilkerson Training Officer for Welfare Department	Donald Clark Coordinator Youth Agency
		Ms. Shirley Davis District Supervisor	Ms. Bernadette Cook Social Worker Out Care
			Sheryl Phillips Cottage Coordinator Hillcrest School
			Margo Spence Supervisor, After Care Hillcrest School

For your information, tables have been staffed by Career Development & Placement and the Career Resource Center and are located near the entrance to the Great Hall.

MINORITY RESOURCE DAY ADVISEE EVALUATION

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

Dear Advisee:

The Alumni Association Career Resource Center is dedicated to the concept of providing meaningful and realistic career education through the career exploration interview. With this in mind, it is our hope that you approach these sessions in a professional manner. Your personal appearance and mode of conduct during the session will reflect your professionalism as well as that of the Career Resource Center.

The completion of the evaluation form is a very important responsibility delegated to the advisee. In order to provide the best possible service, we need your input. Through your comments, suggestions, and constructive criticisms we will be able to modify and improve our service to meet your needs. Help us in this effort by returning the evaluation form in the postage-paid envelope no later than five days after the exploration session.

Through this cooperative effort it is my sincere hope that we are able to provide a viable resource bank of career information in helping you in the career decision making process. Thank you and good luck!

Sincerely,

Theresa Iacono
Project Coordinator
Career Resource Center

TI/jr

MINORITY RESOURCE DAY ADVISEE EVALUATION

Please take a moment to circle your answer to these brief questions.

1. Are you a (1) U.C. student (year ____)? (2) U.C. alumnus? (3) community?

2. What is your overall evaluation of the Minority Resource Day?

(1) very positive	(2)	(3)	(4)	(5) very negative

3. How helpful did you find the adviser(s) in your interest area(s)?

Interest Area:	very helpful				not helpful
_____	(1)	(2)	(3)	(4)	(5)
_____	(1)	(2)	(3)	(4)	(5)
_____	(1)	(2)	(3)	(4)	(5)

4. If your area of interest was not represented today, please indicate what your area of interest is:

_____

5. How did your find out about the Minority Resource Day?

(1) poster (2) radio (3) newspaper (4) word of mouth (5) mail

(6) other _____

6. The Alumni Association Career Resource Center, sponsors of today's event, make it possible for you to talk to someone in your career interest area for the purpose of exploring that career.

	Yes	No
Before today, did you know about this service?	(1)	(2)
Have you used the Career Resource Center?	(1)	(2)
Do you think you will use this service in the future?	(1)	(2)

7. How could the Minority Resource Day be made <u>more</u> useful to you?

_____

_____

_____

Thank you for participating in our Minority Resource Day. Please use the back of this form for any additional comments and suggestions.

Advisee Evaluation

Of the 475 advisees who attended the Minority Resource Day, 186 returned the evaluation form. Breakdowns for the various questions follow.

Question 1. Are you a (1) U.C. student (year ____)?
(2) U.C. alumnus?
(3) community member?

Response: (1) U.C. student: 159

First year:	34
Second year:	38
Third year:	26
Fourth year:	35
Fifth year:	3
Other:	23
(2) U.C. alumnus	9
(3) community member	9
No response	9

Question 2. What is your overall evaluation of the Minority Resource Day?

Response: On a scale of 1-5 where 1 = very postive and 5 = not positive

(1)	120
(2)	47
(3)	7
(4)	3
(5)	3
No response	6

Question 3. How helpful did you find the adviser(s) in your area(s)?

Response: On a scale of 1-5 where 1 = very helpful and 5 = not helpful.

Advisees often listed more than one area of interest for this item which results in a count of 209.

(1)	123
(2)	36
(3)	16
(4)	4
(5)	7
No response:	23

Question 4. If your area of interest was not represented today, please indicate what your area of interest is: _____.

Response: Area of Interest	# of inquiries
Electrical and Computer Engineering	1
Criminal Research	1
Opera and Theatre	1
Architecture	1
Economics	2
Biology	1
Real Estate and Property Management	1
Marketing	1
History (upper level masters and doctorate)	1
Social Service	1
Psychology	1
Health Education and Sports Medicine	1
Fashion Design	3
Physical Therapy	1
Production-Manufacturing, Production Planning	1
Art Education	1
Community Health Administration Planning	2
Health Services Administration	1
Mental Health Services	1
Communication Arts	1
Business Management	1
Operation Managing, City Managing	1
Pre-Personnel and Industrial Relations	1
Secondary Education	1
Economics-Banking	1
City Management	1
Education	1
Food Industry-Technical Sciences	1
Afro-American Studies	1
Speech Pathology	1
Community Planning	1
Computerized Court Reporting	1
Communication/Journalism	1
Auto Mechanic	1

Question 5. How did you hear about the Minority Resource Day? (Advisees often checked more than one medium.)

Response:	
Poster	58
Radio	57
Newspaper	14
Word of mouth	64
Mail	104
Other	6

Question 6. The Alumni Association Career Resource Center, sponsors of today's event, make it possible for you to talk to someone in your career interest area for the purpose of exploring that career.

Before today, did you know about this service?
Have you used the Career Resource Center?
Do you think you will use this service in the future?

Response: Before the program, 114 advisees knew about the program, 70 did not and 2 did not respond. Before the program, 59 had used the CRC before, 123 had not and 4 did not re-respond. After the program, 163 plan to use the CRC in the future, 14 did not and 9 did not respond.

Question 7. How could the Minority Resource Day be made more useful to you?

Response: The advisees offered a variety of suggestions on how the MRD could be made more useful. To summarize the 95 responses, it has been determined that many advisees suggested that the number of career fields represented should be expanded, that MRD should be extended to the weekend or evening hours, and that MRD should be held more often, e.g., quarterly or monthly. There were those who thought MRD provided a valuable service and should be advertised more. A few were disappointed when their advisers did not show up. Advisees' unedited comments are listed on the following pages.

Unedited comments:

1. Continuing the service and try getting more people involved.
2. Have more representatives in various fields.
3. To have more people from other resources.
4. Assisting in getting a job.
5. Should be on Saturday or weekend.
6. By trying to find personnel to be available to those of us with an interest in economics.
7. Provide summer employment.
8. I think the program was very informative and I see no need for improvement.
9. By keeping good people as speakers.
10. To keep on having days like today to help young minority students who are searching.
11. I would like to see more representatives for Human Services and Urban Government.
12. Longer than just one day, so that students could speak to more people.
13. Include representatives in the fields of the biological sciences.
14. Should be extended to several days and have evening sessions.
15. It would be nice if it could be made into a two day event.
16. What types of problems I'd be up against when seeking my job.
17. Have more diverse engineers. Only talked to civil engineers who are in design.
18. Maybe a wider field of areas.
19. More people in the field.
20. Demonstrating to advanced degree Liberal Arts people that their Masters and Doctorates are not handicaps. Demonstrate to them that there are alternate avenues of achievement and career satisfaction.

21. Workshops and seminars.

22. Keep it up regularly.

23. Representation of more of the different areas of Fashion Design.

24. Bring in a few more areas which aren't so technical. That is more human orientated type professionals.

25. By sending out more information in the mail.

26. If it was held on Saturday.

27. Be extended to later hours so that evening college students can take advantage of this opportunity!

28. By being able to find out even more about the program.

29. I called the Career Resource Center to make sure that someone would be available to talk to me about Special Education and the different jobs I could specialize in with a BS degree in Education. MRD would have been more helpful to me if there had been someone here to talk about Special Education. Instead I talked to a Remedial Reading teacher.

30. There are not many social sciences that are involved in Career Resource development, and I like to see social sciences or/and journalism at MRD.

31. It showed me things to take in school and how to go about it.

32. More visits to Universities such as this, to inform and encourage minority students to excell into and through various fields.

33. Going into more areas.

34. Could be longer say (10-6).

35. It could be more useful if the "advisers" designated to counsel students would show up. I think it is pathetic that the adviser did not show. How can he show me incentive and motivation when he does not meet his responsibility? I am really disturbed because the Chemical Research Adviser did not show up. I really looked forward to talking about the area of chemical research since it is my aspiration to become a research chemist. It is just one more negative event that seems to discourage me about Black professionals and how they meet their responsibilities. I am sure that most Black professionals are responsible but I can only judge my opinion on my own personal interactions or shall I say "lack of interaction".

36. I thought the meeting proved to be very helpful. Most of all there were no phonies or "Uncle Toms"-at least not that I was aware of. Have you tried one-on-one canvas by area of study? This may get out even more and help reduce advertising cost. It may also serve as an additional method.

37. Very very helpful!

38. Please have someone represent the areas that were pre-registered!

39. There was not a representative from my major so the day was not helpful to me at all.

40. Have someone in a related capacity to represent other health careers other than Hospital Administration.

41. Nothing, very organized seminars.

42. More people.

43. Have them more often.

44. The advisers could have eaten in shifts (or whatever they were doing) in order that someone could be at the table at all times. Creditable advisers or instructors from College of Engineering and Business Administration could have been here much of the day.

45. Extended to two days.

46. Some of the accountants did not show up; please ask employers for substitutes.

47. Getting personal information and getting an inside look on what I want to do.

48. Their programming could be advertised more to the students.

49. If everyone that came would have their own booth, so that tables around you would not disturb you by loud talking. You could hardly hear the speakers at the table.

50. Better advertisement with more depth explaining what it's about.

51. There could be more pamphlets to cover the spectrum of questions that were raised.

52. There could have been more pamphlets on subjects interested in.

53. Can't be.

54. I wish one could be held every quarter. Possibly at the beginning and end. However at least once a quarter or twice per year would be very beneficial.

55. By sending pamphlets.

56. A few more fields of interest.

57. Resources could have gone over the form associated with getting into areas of interest.

58. Come a little earlier.

59. Have someone attend whose field is insurance.

60. It would be quite significant if the Resource Center could provide information about forming Black organizations on campus.

61. Have many more in the future!

62. The nurse, Diana Rose, was great. She couldn't have improved. She put everything on the line.

63. With more information guides about different aspects of a certain field.

64. It is perfectly alright.

65. The MRD needed to have more than one person representing education.

66. An evening session. I was rushed to return to work.

67. Ask the advisers to bring more brochures.

68. Maybe hours could be extended past the normal working or perhaps have MRD on a weekend.

69. Everything was excellent.

70. Pamphlets of job description and qualifications needed.

71. By helping me get a good start and make good decisions. It's a good program to be associated with.

72. Refer students to more jobs.

73. I think it is already a very informative program, however more programs could have been presented.

74. By having someone who could represent my interests and goals. I know that it is difficult finding someone in my major field of study. What specifically I was looking for was someone to give me connections in my field. My plans are to become a fashion designer and work my way through Federated Stores in hopes of learning the best way to manage a store of my own.

75. Do give more publicity about their program and what they can do to help minorities get the information they need.

76. If a brochure was sent to the Afro-American Student Association of Xavier University and help them start one there.

77. Contact a few people in the music industry.

78. I will know after I talk to someone at the CRC, in more detail.

79. Given more than once a year.

80. Maybe more than one day.

81. Have it more often.

82. If you have it more often.

83. It could sponsor a monthly event. I found the MRD program to be excellent. I am proud to be able to attend such a resourceful program as this.

84. By having more resource days.

85. More information on specific fields, besides the broad view...It is a good program.

86. Make it two days instead of one for others who can't make it.

87. Possibly extend hours or services to facilitate night students, who are gainfully employed during the day. If possible, try to have night instructors announce it. They didn't in any of my classes.

88. It gave me a clear understanding about the career from first hand information on the job openings in the future.

89. I obtained several different perspectives.

90. Have more days like this.

91. I was very pleased with the encounter I had. As a matter of fact it is leading to more contact with one of the people I met.

92. In helping me learn more about the different fields.

93. More information on various companies.

94. Find me a job.

95. By giving out pamphlets of different fields of information on each.

MINORITY RESOURCE DAY ADVISER EVALUATION

MINORITY RESOURCE DAY ADVISER EVALUATION

Please take a moment to answer these brief questions.

1. **What is your occupational area?** _____

2. **What is your overall evaluation of the Minority Resource Day?**

(1)	(2)	(3)	(4)	(5)
very positive				very negative

3. **How effective do you think the Minority Resource Day was in helping minority students explore career areas?**

(1)	(2)	(3)	(4)	(5)
very effective				not at all effective

4. **How responsive did you find the advisees with whom you talked?**

(1)	(2)	(3)	(4)	(5)
very responsive				very unresponsive

5. **Did the planning, organization, and arrangements make it easy and comfortable for you to participate as an adviser?**

(1)	(2)	(3)	(4)	(5)
very comfortable				very uncomfortable

6. **In what ways could the Minority Resource Day be made more useful to minority students or more comfortable for advisers?**

_____

_____

_____

Thank you for being an advisor in our Minority Resource Day. Please use the back of this form for any additional comments and suggestions.

Adviser Evaluation

Of the 76 volunteer advisers who participated in the Minority Resource Day, 54 returned the evaluation form. The breakdowns are the following:

Question 1. What is your occupational area?

Response:		
	Research Technician	1
	Nursing	3
	Social Service	3
	Personnel	4
	Accounting	4
	Retail/Buyer	3
	Doctor	3
	Dentist	1
	Communications	2
	Medical Technology	1
	Management Consultant	1
	Elementary Education	2
	Engineering	2
	Chemist	1
	Sales	2
	Finance	3
	Data Processing	1
	Marketing	4
	Public Relations	2
	Law	3
	Pharmacy	2
	Hospital Administration	1
	Psychology	1
	Law Enforcement	2

There were three no-responses.

Question 2. What is your overall evaluation of the Minority Resource Day?

Response: On a scale of 1-5 where 1 = very positive and 5 = very negative.

(1)	40
(2)	13
(3)	1
(4)	0
(5)	0

Question 3. How effective do you think the Minority Resource Day was in helping minority students explore career areas?

Response: On a scale of 1-5 where 1 = very effective and 5 = not at all effective

(1)	33
(2)	17
(3)	4
(4)	0
(5)	0

Question 4. How responsive did you find the advisees with whom you talked?

Response: On scale of 1-5 where 1 = very responsive and 5 = very un-unresponsive.

(1)	40
(2)	11
(3)	1
(4)	0
(5)	0

There was one no-response and one indication of a mixture of areas 2 and 3.

Question 5. Did the planning, organization and arrangements make it easy and comfortable for you to participate as an adviser?

Response: On scale of 1-5 where 1 = very comfortable and 5 = very uncomfortable.

(1)	39
(2)	12
(3)	1
(4)	1
(5)	0

There was one no-response.

Question 6. In what ways could Minority Resource Day be made more useful to minority students or more comfortable for advisers?

Response:

1. You did a fantastic job of advertising, however, I wish there was a way more minority students could have participated.

2. Find some method to appeal to more students; get more participation in terms of minority student turnout.

3. If there is some way to get more minority students to take advantage of this experience--this is my only concern, that we be able to reach more students.

4. To place signs on tops of tables to find resource advisers.

5. I think we advisers were most comfortable. The minority students could use a wider scope of occupations if they are available.

6. I find students have finished 1 or 2 years of college and still don't know where they are headed. Need more counseling in high schools --preferably 9th grade level.

7. Table numbers should be displayed on tops of tables.

8. Keep the program up.

9. Extend to a two day affair.

10. Put the numbers of the tables on top of each table; all else was well-planned and everything went smoothly.

11. I feel maybe twice a year would be helpful.

12. Use specific topics to establish all facts or to answer the many questions generated.

13. More structured; advisers contact each other to coordinate topics, areas of interest, etc.

14. Promote, promote, promote...

15. I feel that it was as well-organized as it could be. I also hope that we will continue this program in assisting minority students.

16. Could have been more structured. Maybe providing each adviser with names of other advisers so that prior contact can be made to insure that specific areas will be covered.

17. Perhaps a little more structure; i.e., panel discussion with specific topics relevant to field would help.

18. Possibly have the day from 8-4 instead. Otherwise I felt it was well done.

19. Should include more entrepreneurs as the majority of minority students are interested in starting their own businesses.

20. A number of our (Marketing) advisees were looking for information on how to start and operate their own business. The organizers probably should consider a table that would address this subject.

21. More explicit directions to Great Hall.

22. Larger area for Business--more students than expected.

23. Students should be encouraged to use more traditional means of seeking employment (i.e., placement office) as many times recruiting is over for the year by the time this session is held. Help students effectively utilize services already in place.

24. Provide a write-up on the basic areas of Engineering.

25. I really enjoyed being here. This program was very well executed. Keep up the good work.

26. Choose a facility with better acoustics--it was very difficult to hold conversations across a fairly large table without voice strain (over a three-hour period).

27. To be more structured, especially as far as letting high school students know what the purpose of the Minority Resource Day is.

28. Do it more often in a similar setting.

29. Fine like it is.

30. This is an event that I feel cannot be covered in a one-day event. It should be a monthly event or perhaps more frequently for I was astounded as to how little they know or realize about the field (retail buyer) that they are aspiring for.

31. More information on grants. Course outlines for different programs. We saw so many black students with no idea of which direction they are going. Something must be done.

32. The participation was very poor. If you could get to the masses it would be more effective.

33. As chairman, I wanted to congratulate you and Ms. Iacono, project coordinator, on a very excellently done program, MRD.

LETTERS OF APPRECIATION TO ADVISERS

ALUMNI HOUSE • UNIVERSITY OF CINCINNATI • CINCINNATI, OHIO 45221 • (513) 475-4344

May 14, 1980

//2 3 4 5*, 6*
7
8, 9 10//

Dear //2 5//:

On behalf of the University of Cincinnati Alumni Association Career Resource Center, we would like to take this opportunity to thank you for your participation in the Minority Resource Day on May 7, which was funded by the W.K. Kellogg Foundation of Battle Creek, Michigan.

Judging from the evaluations and comments we have received from students, alumni, community members and volunteer advisers, we feel that the Minority Resource Day was a tremendous success. (Over 475 individuals participated in the event and 76 professionals volunteered their services.)

As a token of our appreciation, we would like to invite you to attend a luncheon given in your honor, as a volunteer adviser, on Thursday, May 29, 1980 at 11:30 a.m. at the Faculty Club, located at University Avenue and Woodside Place. You may park in the Library Garage (enter from St. Clair Avenue) and we will validate your parking ticket.

Please call our secretary, Mrs. Jeanette Russell, at 475-4342, by May 27, 1980 if you can attend.

We look forward to seeing you on May 29.

Cordially,

Theresa R. Iacono
Project Coordinator
Career Resource Center

Charmainne Johnson
Chairperson
Minority Resource Day

jrh

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4343

University of Cincinnati

Alumni Affairs

Alumni House
Cincinnati, Ohio 45221
Phone 513 475-4344

May 16, 1980

Dear :

On behalf of the U.C. Alumni Association Career Resource Center, we would like to take this opportunity to thank you for your assistance and support in our preparations for Minority Resource Day, which was funded by the W.K. Kellogg Foundation. Judging from the evaluations we have received from students, alumni, community members and volunteer advisers, we feel that Minority Resource Day was a tremendous success. (Over 475 individuals participated in the event and 76 professionals volunteered their services.)

Your involvement in our adviser recruiting efforts contributed greatly to our program's success. We are indeed grateful.

Cordially,

Theresa R. Iacono
Project Coordinator
Career Resource Day

Charmainne Johnson
Chairperson
Minority Resource Day

jrh

Searching for a career? University of Cincinnati Alumni Association Career Resource Center 475-4342